

State of Alabama

2020 Census Action Plan

August 1, 2019



KAY IVEY
GOVERNOR



STATE OF ALABAMA

KENNETH BOSWELL
DIRECTOR

Dear Governor Ivey,

Since you established the Alabama Counts 2020 Census Committee by Executive Order in August 2018, the committee and the Alabama Department of Economic and Community Affairs have worked hard to bring important and diverse groups to the table and unite them under the common purpose of a successful 2020 Census in Alabama and improvement of the state's 72 percent self-response rate in the 2010 Census. More than 150 influential Alabamians have participated in meetings of the committee and its eight sub-committees over the past year with a particular focus on how we can reach the hard-to-count groups and areas.

ADECA and Alabama Counts are pleased to submit this Action Plan to you which serves as a report on the activities to date and casts a vision of success moving forward to fall 2019 and 2020. This is by far the most time and resources Alabama State Government has given toward a decennial Census, and I am hopeful that it will both lead us to success in 2020 and serve as a new model for the state to follow in future census counts.

Both the Alabama Counts Committee and ADECA are committed to working hard throughout the next year to ensure every Alabama household understands the importance and duty of participating in the 2020 Census. We will do everything in our power to stress the need for all Alabamians to participate in this process so that we may have a complete and accurate count.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kenneth W. Boswell', written in a cursive style.

Kenneth W. Boswell

Chairman, Alabama Counts 2020 Census Committee
Director, Alabama Department of Economic and Community Affairs

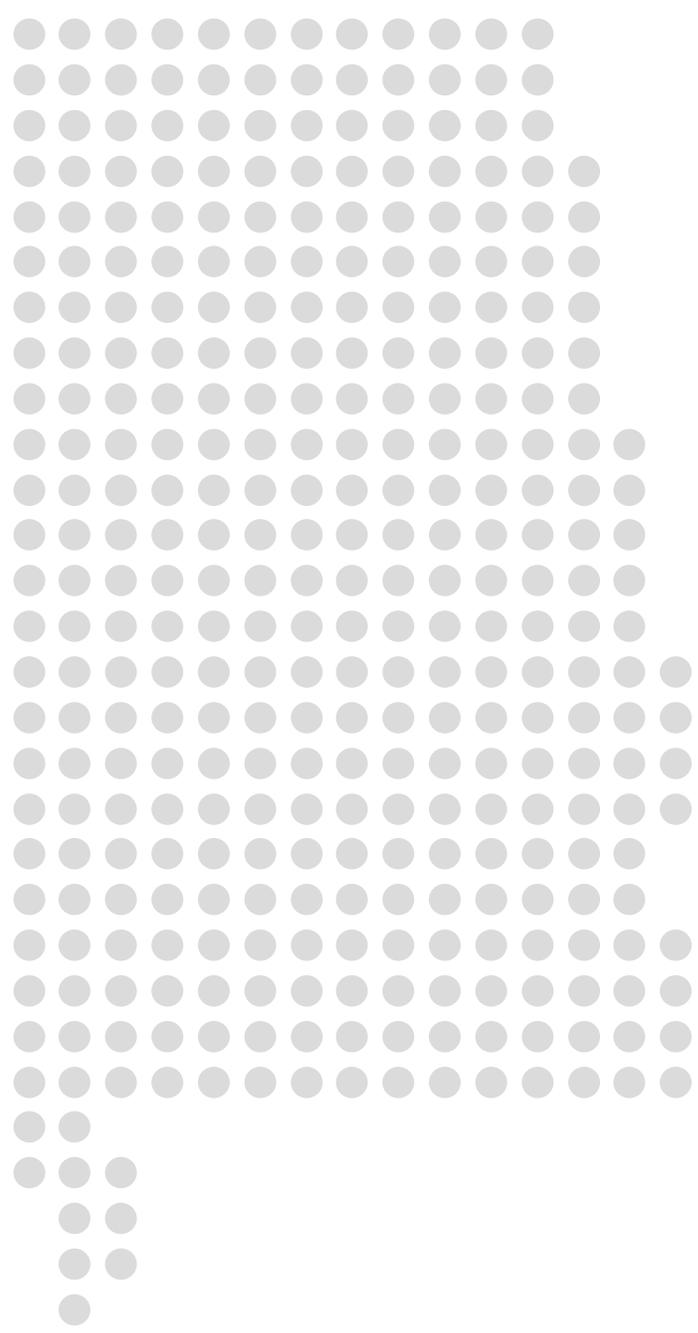


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Executive Summary

The U.S. Census Bureau conducts a census of the United States every 10 years. The data collected during the census is used in a variety of ways that affect decisions regarding community services provided to residents and the distribution of more than \$675 billion in federal funds to local, state, and tribal governments each year. The census also determines the number of representatives Alabama will have in Congress. A projected slowed population growth in Alabama has put the state in danger of losing one of our seven congressional seats after the 2020 Census.

The success of Alabama's 2020 Census depends greatly on the state's ability to promote and educate the public on census activities. To accomplish this, Governor Kay Ivey established the Alabama Counts 2020 Census Committee. The Alabama Department of Economic and Community Affairs (ADECA) has been named as the lead state agency for the 2020 Census in Alabama.

Alabama Counts is not a brand campaign. It is a call to action for all Alabamians to be ready to take 10 minutes to "self-respond" to their invitation to fill out their Census forms starting in mid-March 2020. The goal is for maximum self-response by early May, at which point the U.S. Census Bureau will begin sending out local enumerators to follow up in person with households who have not responded.

This effort will not be about people simply seeing the Alabama Counts logo or arbitrarily engaging with social media content. What the initiative is aiming to do is shift the mindset of people and motivate them to respond to the 2020 Census. Authenticity matters with this effort, but it must be backed up by Alabama-specific data. This campaign will place a special focus on grassroots efforts in hard-to-count areas and communities of the state.

ADECA is working to develop a target percentage and target statewide number that is believed to be the number Alabama needs to reach to be in the safe zone. This number will be further divided into a target number for self-response by county. However, the results also depend on how other states perform.

The strategy will blend emotional appeals with data to focus efforts primarily on two areas:

1. Focusing on the state's hardest to reach areas to increase the self-response rate
2. Focusing on areas that self-responded at an average or above-average rate in 2010 to further increase participation

Alabama Survey

The first step in the plan is to segment audiences and messaging based on an Alabama-based survey commissioned by ADECA. While the U.S. Census Bureau has published a 2020 Census Barriers, Attitudes, and Motivators study, no Alabama-specific surveys have been conducted for the 2020 Census. The survey will begin in August with a final report anticipated by late September. The study will be statewide in scope but focus extra attention on hard-to-count counties, particularly in west and south Alabama.

The data will be segmented and give much insight into the barriers for census participation, the motivators for participating, and what messaging would be most effective among different

geographical areas, demographic groups, and hard-to-count groups. The study also will help inform the process for the \$1 million Alabama 2020 Census Grant program.

Potential Barriers to Response

Alabama's overall self-response rate was 68 percent in 2000 and improved to 72 percent in 2010. Further improvement is needed in 2020. While the Alabama survey will reveal more specific data for the state, a Census Bureau study indicated three main barriers to census participation.

- Awareness – People generally know there is a census but they are largely unaware of its value or purpose.
- Apathy – Residents are aware of it, but struggle to connect it to their lives.
- Distrust – Even once they understand, there are still many who have concerns about privacy and potential repercussions.

There is also the perception that the census form will take longer than 10 minutes to complete. In today's digital world, that is considered an eternity.

Audience (Emphasis on Hard-to-Count Communities and Groups)

The intent of Alabama Counts is to increase awareness of the 2020 Census in hard-to-count communities. Hard-to-count communities are residents that are least likely to participate in the census. According to the U.S. Census Bureau, these communities generally include, but are not limited to:

- Households with young children
- Renters of housing units
- Racial and ethnic minorities
- Unemployed persons
- Low-income persons
- Persons experiencing homelessness
- Persons who distrust the government
- Persons with mental or physical disabilities
- Adults that are not high school graduates

One messaging approach is rarely enough based on the wide range of audiences with differing perspectives in Alabama. Big Communications and ADECA will analyze the differences in opinions between rural and urban markets to see the effect on messaging. A multi-cultural strategy also will be included to reach Hispanic people and other ethnic groups living in Alabama.

ADECA is also working to build a network among the state's public, private, and community colleges and universities to ensure students living in dorms are accurately counted as group quarters and that colleges encourage off-campus students to complete their census forms.

Members of the military who are stationed in Alabama are another important group. ADECA is working with the Alabama Military Stabilization Foundation to ensure leaders at military installations across the state are informed and prepared for the 2020 Census.

The overall campaign will blend paid media and earned media with a heavy grassroots strategy.

2020 Census Background Information

President George Washington signed the first Census Act on March 1, 1790. The country's population has been subsequently counted every 10 years, as required by Article I, Section 2 of the United States Constitution. The next decennial census of the United States is set to begin in spring 2020. Starting in mid-March and continuing throughout the summer, households across the nation will submit responses to the 2020 Census.

One major change initiated by the U.S. Census Bureau for 2020 is using the internet as the primary method for households to respond. In previous censuses, the primary method was to receive a questionnaire in the mail, complete it, and mail it back. In 2020, households will receive a letter with instructions for completing a census response form online. The mailing also will include information about secondary ways of responding to the Census including a toll-free number where information can be given over the phone to a census taker or a traditional mail-in questionnaire. The Bureau will also mail traditional paper forms in areas with low internet availability. As is traditional, enumerators will visit households who do not respond to the initial postcard to attempt to collect the information in person.

The U.S. Census Bureau is the lead federal agency responsible for all aspects of the 2020 Census. The bureau does not provide direct funding assistance to states to help with costs, but does provide support in the form of employees who assist the states from regional offices. Alabama is in the Atlanta Region which also covers Georgia, Florida, Louisiana, Mississippi, South Carolina and North Carolina.

How Census data is used

The primary uses for decennial census data are:

- Funding allocations
- Apportionment of Congressional seats
- Redistricting
- Demographic data

Federal funding allocations to state, local, and tribal governments

A Census Bureau survey titled "[Uses of Census Bureau Data in Federal Funds Distribution](#)" found that 132 federal programs used Census Bureau data as part of their formulas to distribute more than \$675 billion in funds during fiscal year 2015.

These federal programs use Census Bureau data to distribute funds in one of three ways:

- **Selection and/or restriction of recipients of funds.** Programs use Census Bureau data to define either the characteristics of populations served by the program or the characteristics of governments and organizations eligible to receive funds to provide those services.
- **Awarding or allocation of funds.** Programs use Census Bureau data to determine the funds distributed to eligible recipients and providers.
- **Monitoring and assessment of program performance.** Programs use Census Bureau data to ensure programs function as designed, to encourage and award effective administration of programs, and to explore alternative methods of funds distribution.

Apportionment of Congressional Seats

Apportionment is the process of dividing the 435 memberships, or seats, in the U.S. House of Representatives among the 50 states. The process determines the number of representatives to which each state is entitled in the U.S. House of Representatives based on the decennial census.

The apportionment calculation is based upon the total resident population of the 50 states. The apportionment population also includes U.S. Armed Forces personnel and federal civilian employees stationed outside the United States (and their dependents living with them) that can be allocated, based on administrative records, back to a home state.

Redistricting

Redistricting is the process of revising the geographic boundaries of areas from which people elect representatives to the U.S. House of Representatives, a state legislature, a county or city council, a school board, etc. By law, the Census Bureau must submit redistricting data to the states by April 1 of the year after the census.

Demographic Data

Census data provides the sample selection framework for the [American Community Survey](#) that produces statistical data needed by local communities. It is also used to calculate monthly unemployment, crime and poverty rates, and health and education statistics.

Economic Development

Data collected by the Census Bureau is considered by business and industry as valuable, unbiased data collected by a neutral third party. An improvement in a community's Census data could mean additional retail and restaurant growth as well as more consideration from companies wishing to expand or relocate, creating job opportunities.

What is at Stake for Alabama in 2020

According to Census Bureau estimates, the 2010 Census potentially failed to count up to 101,800 Alabama household residents. Areas of low response scores in 2010 include much of Alabama's Black Belt, Bullock and Macon counties, and parts of metro Birmingham, Huntsville, Mobile, and Montgomery.

Federal Funding

If Alabama experiences a similar undercount of 2010's estimated 101,800 Alabama household residents in 2020, the state could lose up to \$1.6 billion in federal funding over the subsequent decade. Studies of census data have shown that the majority of undercounted residents are children, minorities, immigrants, and the poor.

That loss would greatly affect federal and state programs that rely on formula grants, or grants that use population data to determine allocation of funds. A George Washington University study titled "Counting the Dollars 2020" found that the federal government returns \$1,567 to the state per capita based on responses to the 2010 Census. An undercount would mean Alabama would receive less than its fair share of federal allocations to states for these major programs.

Here are some of the programs that allocated funds to Alabama in fiscal year 2015 based on census data:

- Medical Assistance Program (Medicaid) - **\$2,903,353,053**
- Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services - **\$1,100,137,184**
- Highway Planning and Construction - **\$755,420,046**
- Title I Grants to Local Education Agencies - **\$221,884,171**
- National School Lunch Program - **\$210,937,195**
- Head Start/Early Head Start - **\$131,948,138**
- Supplemental Nutrition Assistance Program (SNAP) - **\$1,341,906,577**
- Section 8 Housing Choice Vouchers - **\$188,563,000**
- Section 8 Housing Assistance Payments Program (Project-Based) - **\$101,312,400**
- Special Education Grants - **\$179,592,125**
- State Children’s Health Insurance Program - **\$172,891,000**
- Supplemental Nutrition Program for Women, Infants, and Children (WIC) - **\$113,297,077**
- Health Center Programs - **\$77,783,463**
- Low Income Home Energy Assistance - **\$44,434,606**
- Child Care and Development Fund - Entitlement - **\$42,008,000**
- Foster Care (Title IV-E) - **\$29,319,000**

Source: *George Washington Institute of Public Policy*

Congressional Representation

Alabama is widely mentioned as a state at risk of losing a congressional seat in reapportionment after the 2020 Census. [A study by Election Data Services](#) projects the state as one of 10 and the only Southern state to lose a seat. [An analysis by Real Clear Politics](#) also projects Alabama to lose a congressional seat. The primary reasons given for the loss of a seat is that while the state’s population continues to grow, the estimated growth rate has slowed since 2010 and other states are growing at a faster rate. By 2020, this trend will put Alabama as one of the last states to lose a seat, according to Election Data Services and Real Clear Politics.

The [Election Data Services study](#) projects Alabama will lose a seat in each of three scenarios:

- Based on the growth rate from 2016 to 2017, Alabama’s population in 2020 would be 4.91 million – 48,850 fewer people than would be needed for a seventh seat.
- Based on the growth rate between 2014 and 2017, Alabama’s population in 2020 would be 4.9 million – 70,512 fewer people than would be needed for a seventh seat.
- Based on the growth rate from 2010 to 2017, Alabama’s population in 2020 would be 4.92 million – 88,485 fewer people than would be needed for a seventh seat.

The state must do all it can to ensure that the maximum number of state residents is counted in the 2020 Census. The state must significantly improve on the 72 percent self-response participation rate recorded in 2010.

Alabama Counts 2020 Census Committee

Governor Kay Ivey established the Alabama Counts 2020 Census Committee by Executive Order on Aug. 20, 2018.

The Alabama Department of Economic and Community Affairs (ADECA) has been named as the lead state agency for the 2020 Census in Alabama. Under ADECA's guidance, the Alabama Counts Committee will work to publicize the upcoming census and educate the public on the importance of an accurate count with a special emphasis on the state's hard-to-count areas.

Governor Ivey serves as the honorary chair and ADECA Director Kenneth Boswell serves as the chair. The committee is divided into eight subcommittees designed to reach all areas of Alabama. The chairs of these subcommittees serve as the executive committee and work closely with ADECA, the Governor's Office, and the U.S. Census Bureau partnership specialists to prepare Alabama for the 2020 Census.

The subcommittee chairs are:

- Government – U.S. Rep. Robert Aderholt / Paul Housel, District Director for Rep. Aderholt
- Education – Eric Mackey, Superintendent of Alabama Department of Education, and Jimmy Baker, Chancellor of Alabama Community College System
- Faith-Based Groups – Bishop Kyle Searcy, Lead Pastor of Fresh Anointing House of Worship, and Rev. Jay Wolf, Senior Pastor of First Baptist Church Montgomery
- Community-Based Groups – Ron Gilbert, Executive Director of Community Action Association of Alabama
- Economic Development/Industry – Steve Spencer, President of Economic Development Partnership of Alabama
- Healthcare – Dr. Scott Harris, State Health Officer at Alabama Department of Public Health
- Rural – Paul Pinyan, Executive Director of Alabama Farmers Federation
- Outreach – Kenneth Boswell, ADECA Director and Chair of the Alabama Counts! 2020 Census Committee

Partnerships, Grant Program, and Development of Initial Messaging

Partnerships with U.S. Census Bureau, Alabama Possible, and VOICES for Alabama's Children

Since 2017, ADECA has worked closely with the U.S. Census Bureau's Atlanta Regional Office to ensure the state is following recommended timelines for organizing and implementing state-level activities. ADECA maintains regular communication with the bureau's Alabama-based team of partnership specialists. This team is tasked by the Census Bureau to network with local government and community leaders and encourage them to form their own local Complete Count Committees to promote the 2020 Census and reach hard-to-count groups in their communities. The specialists have been a constant presence at Alabama Counts meetings and events and will continue to be key partners moving forward.

In February 2019, ADECA entered into a memorandum of understanding with the Birmingham-based nonprofit organization Alabama Possible to work in a coordinated public-private effort to ensure maximum participation in the 2020 Census. ADECA and Alabama Possible will not share in any costs but will communicate and coordinate regarding census-related activities and share the logo and other resources. Alabama Possible secured a \$75,000 grant from the Alabama Power Foundation to develop a census communications strategy for the nonprofit's efforts. The plan will be finalized in August 2019 and is divided into three phases: Education, Awareness, and Motivation.

The 2020 Census is a priority item for the Montgomery-based nonprofit group VOICES for Alabama's Children. VOICES is in the process of conducting Community Leaders Forums in counties across the state focused on the 2020 Census. ADECA is participating in every community meeting and collecting leader contact information for follow-up. ADECA is also coordinating with the Alabama Hard to Count Collaborative.

"I Count" Logo and Theme

"I count" is the tagline or slogan for the state's 2020 Census outreach campaign because it puts the message on how the 2020 Census affects people at the individual, personal level. By taking less than 10 minutes to fill out a census form, the individual can have a tremendously positive impact on Alabama's future. Feedback from Alabama Counts subcommittee meetings and U.S. Census Bureau research shows that people respond the most to messages tying in the Census with impacts in important funding for local programs, schools, infrastructure, healthcare, and economic development.

ADECA designed the Alabama Counts logo and developed a request form for local governments, nonprofits, and others to request its use for promotional materials. The department also designed a local logo option ("Cullman Counts!") that county and municipal governments may request.

Launch Event with Governor Ivey – April 4, 2019

Governor Ivey and ADECA hosted an Alabama Counts kickoff event in the Old House Chamber of the State Capitol on April 4, 2019. More than 200 mayors, county commission chairs, and leaders of statewide and local organizations attended the event. The event also included the launch of the state’s official Alabama Counts 2020 Census website which will serve as a hub for Alabama information and resources related to the 2020 Census.

Website – census.alabama.gov

Twitter – [@AlabamaCounts](https://twitter.com/AlabamaCounts)

Facebook – facebook.com/AlabamaCounts

Instagram – [@alabamacounts](https://instagram.com/alabamacounts)

Hashtag for Social Media – [#AlabamaCounts](https://twitter.com/AlabamaCounts)

2020 Census Grant Program

In the 2019 Regular Session, the Alabama Legislature allocated \$1 million to ADECA in the Education Trust Fund budget for a 2020 Census Grant Program. The one-time grant funding is to be expended by ADECA, in coordination with the State Department of Education, to assist local community outreach efforts designed to encourage Alabama residents to complete the 2020 Census count. This grant program will especially seek to equip entities who serve hard-to-count areas and hard-to-count groups with resources and strategies to increase the count at the local level.

As the next step, ADECA issued a Request for Information seeking public input into the design of the grant program with an emphasis on grassroots strategies to reach hard-to-count communities. ADECA is working throughout the late summer to develop the guidelines for the grant program with an application workshop anticipated for October. All grants will be awarded by December 31 in preparation for the census count in March and April 2020.

Contract with Big Communications

On April 4, 2019, ADECA issued a Request for Proposals for the Alabama Counts 2020 Census paid outreach and awareness campaign. The 10 proposals received were scored and rated individually and independently by a group of six reviewers who were all communications professionals at organizations on the Alabama Counts Executive Committee or a subcommittee. From these results, ADECA invited the five topscoring firms to conduct a 15-minute live presentation for the six reviewers and members of the Alabama Counts Outreach Subcommittee. The scoring results from the live presentations narrowed the group to three. From the top three, Big Communications was selected as the top firm.

The contract was finalized and signed by Governor Ivey on July 15, 2019. The contract will run through August 31, 2020 with a total budget of \$1 million. Big Communications will serve as the lead agency to assist ADECA with the statewide outreach effort.

Timeline August 2017 - July 2019

Summer 2017 – January 2018

- ADECA began working with municipalities and counties across Alabama in the LUCA (Local Update of Census Addresses) process to ensure that the address lists to be used in the 2020 Census are up-to-date and accurate. Participation among Alabama’s cities and counties more than doubled from 2010. In total, 280 municipalities and 58 counties are participating in this process.

Spring 2018

- Continued partnering closely with the U.S. Census Bureau.
- Conducted meeting with Governor Ivey, ADECA, and key leaders from the Census Bureau’s Atlanta regional office.

Summer 2018

- Governor Ivey signed executive order creating Alabama Counts.
- ADECA held first Executive Committee meeting.
- Business and industry partners made services of Markstein, a Birmingham-based marketing communications firm, available to assist with messaging development. Contract ran through end of December 2018.

Fall 2018

- ADECA hosted first round of Alabama Counts subcommittee meetings to educate leaders on importance of Census and to collect feedback to develop messaging for awareness campaign with emphasis on hard-to-count groups.
- ADECA and Alabama Counts helped U.S. Census Bureau promote the hiring of temporary workers in Alabama for 2020 Census.

Winter 2018-19

- ADECA hosted second round of Alabama Counts subcommittee meetings to begin developing strategies and tactics that will be used as part of the Census Action Plan.
- ADECA entered into a memorandum of understanding with the Birmingham-based nonprofit Alabama Possible about serving as a conduit for businesses, corporations, and foundations to contribute funds toward the Alabama Counts census awareness campaign. This set up a structure for ADECA to conduct paid outreach with public, state funds and Alabama Possible to handle the private side, while sharing plans and logos, enabling much greater reach with paid advertising and awareness efforts.
- ADECA completed Alabama Counts messaging guide and “I Count” slogan.
- ADECA designed Alabama Counts logo.
- ADECA worked with state Office of Information Technology to develop Alabama Counts website.
- ADECA planned and coordinated Alabama Counts kickoff event with Governor Ivey and sent invitations and collected RSVPs from Alabama mayors, county commission chairs, Alabama Counts committee members, and other representatives of statewide organizations.
- ADECA hosted Alabama Counts Executive Committee meeting.

April 2019

- Alabama Counts kickoff event with Governor Kay Ivey held in the Old House Chamber of the State Capitol.
- Alabama Counts website publicly launched (census.alabama.gov).
- RFP for outreach campaign issued.
- ADECA continues building content for Alabama Counts website.
- ADECA representatives attend the Federal State Cooperative for Population Estimates Spring Meeting, a national meeting organized by the Census Bureau focused primarily on the 2020 Census.
- ADECA representatives spoke about Census at the GIS of Alabama Conference, Shelby County Montgomery Drive-In meeting, East Alabama Regional Planning Commission meeting, and the Korean American Conference.

May 2019

- ADECA hosted third round of Alabama Counts Subcommittee meetings to give members updates about progress since January 2019 and to introduce new tools.
- ADECA completed RFP review, evaluation, and selection process, selecting Big Communications.
- ADECA presented an Alabama Counts booth at Alabama League of Municipalities Annual Conference in Mobile.
- ADECA, VOICES for Alabama's Children, and U.S. Census Bureau met to discuss local outreach strategies.
- ADECA develops list of primary census contacts at public and private colleges throughout the state.
- ADECA representatives spoke about census at Baldwin County/Fairhope leaders meeting, Association of County Administrators conference, Alabama Conference of Black Mayors, Alabama State Data Center meeting, and Alabama Community College System Instructional Officers meeting.

June 2019

- Legislature allocated \$1 million in 2020 Education Trust Fund budget to ADECA for 2020 Census Grant Program.
- ADECA convened meetings of census partners to discuss grant program and other common ideas and issues.
- ADECA representatives spoke about census at VOICES community meetings in Wilcox County and Perry County and at Jefferson County Mayors Association.
- ADECA created request form and process for local governments and statewide and local agencies to request use of the Alabama Counts logo for their own items.
- ADECA issued Request for Information for 2020 Census Grant Program.

July 2019

- Contract with Big Communications finalized and signed by Governor Ivey.
- ADECA and Big Communications designed and commissioned Alabama Census survey.
- ADECA representatives spoke about census at VOICES for Alabama's Children community meetings in Coosa County, Winston County, and Hale County.
- ADECA met with representatives from Alabama Realtors Association and Alabama Military Stabilization Foundation to discuss census involvement.

- State cabinet agencies submit ideas and plans to ADECA for promotion of 2020 Census.
- ADECA completes Governor’s Action Plan for 2020 Census.

Outreach Strategy for Fall 2019 – Spring 2020

Tactical Plan

This campaign’s objective is to overcome apathy and help Alabamians see the value and ease in filling out their census form. This messaging has many components, depending on the audience, but will largely focus on how census participation benefits the audience, how quick it is to complete the census, and the privacy of the data.

The 2020 Census Grant program also will help with local, grassroots outreach efforts targeted specifically in hard-to-count areas and groups. ADECA will continue to post new information and resources on the Alabama Counts website and social media. ADECA will use the platforms and channels made available through state agencies, organizations, and groups that are part of an Alabama Counts subcommittee.

All of these outreach efforts will task local leaders to help engage their populations. Because non-respondents have a lower trust in government, these groups and individuals will have greater influence and weight at the community level.

This campaign will execute nearly unavoidable media across the state leading up to the first census invitation in mid-March. This aggressive approach is designed to foster participation early in a concentrated time period, making the messaging more potent across the state.

The plan will also include an Alabama Counts “playbook” of sample messages, content, graphics, and other materials that will be distributed to Alabama Counts subcommittee members, local Complete Count Committees, state agencies, and other groups to help get the message out. ADECA is also making the Alabama Counts logo and community specific versions of the logo (“Shelby County Counts!”) available upon request and approval via logo request form.

The plan will also include a heavy public relations component – a simple, cost-effective way to educate the state about the stakes and importance of the census. This will include coordination with the Governor’s Office and members of the Alabama Counts Executive Committee to identify and capitalize on media coverage opportunities including op-eds, news releases, media tours, and a potential event centered on or around Census Day on April 1, 2020.

Proposed Timeline August 2019 – October 2020

The proposed timeline is divided into three phases. The first phase focuses on educating Alabamians about the upcoming census and its importance to the state. The second phase focuses on raising awareness that the 2020 Census is soon approaching and letting Alabamians know what to expect and how to respond. The final phase is the motivation phase. This will be when the campaign is most intense at a statewide as well as grassroots level. This phase will be the time for Alabamians to act by completing their census forms. As new partnerships and connections are developed, additional ideas and items may be added to the timeline.

Education Phase

August – September 2019

U.S. Census Bureau Activities

- The Census Bureau conducts in-field address canvassing. Census takers visit areas that have added or lost housing in recent years to ensure that the Census Bureau's address list is up to date.

Alabama Counts Activities

- Alabama census survey initiated in all 67 counties (final report expected by end of September).
- ADECA to develop guidelines and criteria for 2020 Census Grant Program in coordination with the Alabama Department of Education.
- ADECA Director Kenneth Boswell to speak to representatives of public universities at Higher Education Partnership Planning Conference.
- Business Council of Alabama to focus on 2020 Census at 2019 Government Affairs Conference.
- ADECA to continue representing Alabama Counts at VOICES for Alabama's Children community leader meetings throughout summer and fall 2019. ADECA representative answers questions and provides information about Alabama Counts and collects local contact information for follow-up.
- ADECA to establish Higher Education subgroup and convene meeting for representatives from all public, private, and community colleges about census issues related specifically to college students.
- ADECA to continue posting Census updates and resources to Alabama Counts website and social media including list of local Complete Count Committees in Alabama.
- Big Communications to refine strategic game plan.
- Big Communications to develop campaign concepts and deliverables.
- ADECA to continue making use of Alabama Counts logo available to local governments and partner agencies upon request and approval.
- ADECA to continue to build and develop census contact lists for local governments, state agencies, colleges, and other partners, with emphasis on those that reach hard-to-count groups.

State Agencies Activities (Plans submitted by individual agencies included in Appendix)

- Add link to Alabama Counts website on their websites.
- Train public-facing staff to promote the Census to residents.
- Include Census messaging in internal and external communications (newsletters, social media).
- Update web pages with Census banners and link to Alabama Counts website.
- Engage other elected officials to promote Census participation via their outreach efforts.
- Include census information in briefings to state boards and commissions.

October – December 2019

Alabama Counts Activities

- ADECA to host application workshop for 2020 Census Grant program and open application period.
- All 2020 Census grants to be rated and awarded by Dec. 31, 2019.
- ADECA to host update meeting for Alabama Counts executive committee and subcommittees.
- Big Communications to develop content and creative elements for campaign launch.
- Big Communications to produce Alabama Counts “playbook” with messaging and content customized for audiences of Alabama Counts subcommittees.
- ADECA to continue posting Census updates and resources to Alabama Counts website and social media.
- ADECA to continue representing the state at VOICES for Alabama’s Children community leader meetings throughout summer and fall 2019. ADECA representative answers questions and provides information about Alabama Counts and collects local contact information for follow-up.
- ADECA to continue seeking speaking engagements with local and statewide groups.
- Big Communications to develop partnerships like mobile tablet station or other methods of increasing census participation locally, especially among hard-to-count communities.
- Big Communications to develop and launch landing page.
- Promote Statistics in Schools free curriculum program.
- ADECA to work with Alabama Military Stabilization Foundation to engage leadership at Alabama’s military facilities.

State Agencies Activities

- Public-facing staff continue to promote the Census to residents.
- Include Census messaging in internal and external communications including newsletters and social media.
- Update web pages with Census banners.
- Engage other elected officials to promote Census participation via their outreach efforts.
- Include in briefings to state boards and commissions.

Awareness Phase

January – February 2020

- Public relations campaign begins in January, intensifies in March.
 - Activities could include:
 - Regular progress updates issued by ADECA via news release and postings on Alabama Counts website.
 - Articles in statewide publications. Examples include Alabama Living, ALFA's Friends and Family, League of Municipalities Journal, and similar magazines.
 - Op-Eds from Governor, ADECA Director, and other influential Alabamians.
 - Spokesperson coordination/implementation.
- Grassroots Efforts
 - Encourage local and regional groups to begin planning and organizing family-focused Census Day events for the spring with availability for attendees to complete census forms onsite.
 - Work with potential partner agencies and organizations to write and develop social media content each month for individuals and agencies to share.
 - Convene meetings of Alabama Counts subcommittees to share final resources, information, and strategies.
 - Convene meeting of faith-based leaders and distribute timeline for census activities in their houses of worship.
 - Encourage local nonprofit agencies, community action agencies, and others who provide direct services – often funded by federal programs tied in some way to the census count – to educate and inform their clients about the importance of completing a census form.
 - Provide key messages and information to influencers in communities.
- ADECA to develop and post interactive GIS map of public locations to fill out census form online.
- ADECA to offer technical assistance for organizations with facilities that will be counted as group quarters (correctional facilities, college dorms, hospitals, nursing homes, shelters).
- Continue promoting Statistics in Schools free curriculum program.
- ADECA to continue seeking speaking activities to local and statewide groups.

State Agencies Activities

- Place posters, flyers, and notices about the 2020 Census in offices and locations frequented by the public.
- Public-facing staff promotes the Census to residents.
- Include Census messaging in internal and external communications (newsletters, social media).
- Update web pages with Census banners.
- Student outreach at 2- and 4-year public colleges.
- Include census information in briefings to state boards and commissions.

Motivation Phase

March – May 2020

U.S. Census Bureau Activities

Mid March 2020: U.S. Census Bureau will mail invitation letters to every Alabama household. Households may respond as soon as they receive the letter in three ways:

1. Online via computer or smart phone
2. Call a toll-free number and complete response over the phone
3. Request a traditional paper form

(Note: The U.S. Census Bureau plans to mail traditional paper forms in rural areas with low internet access.)

April 1, 2020: Census Day is observed nationwide. By this date, households will receive an invitation to participate in the 2020 Census.

April 2020: Census takers begin following up with households around selected colleges and universities. Census takers also begin conducting quality check interviews.

May 2020: The Census Bureau begins following up with households that have not responded.

Alabama Counts Activities

- Statewide advertising campaign (March – May). All ad buys placed by Big Communications.
 - Statewide outdoor billboard advertising (1X-3X per market)
 - Paid social media advertising
 - Digital YouTube advertising
 - Digital Pandora advertising
 - Cable/Network TV ads – 30 second spots
 - Terrestrial radio – 30 second spots
 - Print advertising
- Statewide Census event involving Governor Ivey and members of the Alabama Counts Committee centered on or around mailout of census invitation letters in mid-March or Census Day on April 1, 2020.
- Alabama Public Libraries have computers available and staff ready to assist Alabamians with filling out their Census forms through partnership with Alabama Public Library Service.
- Alabama Counts logo and message on ABC store bags.
- Alabama Counts messaging on utility bills, such as Alabama Power and Rural Electric Co-Ops, to customers.
- Local activities supported by 2020 Census grants underway with focus on increasing participation among hard-to-count groups.

State Agency Activities

- Encourage schools to have census week, parental engagement, texts at all K-12 schools.
- Student outreach at 2- and 4-year colleges.
- Update web pages with Census banners.
- Social media email blasts on Census Day.
- Include in briefings to state boards and commissions.

June – August 2020

U.S. Census Bureau Activities

June-July 2020: The Census Bureau continues following up with households that have not responded.

Alabama Counts Activities

- Continue monitoring progress and devote time and resources to areas with lagging counts.
- Continue public relations campaign to address questions and concerns.
- Continue providing news and updates related to the census via news release and media interviews.
- Provide regular updates on social media and Alabama Counts website.

September – December 2020

U.S. Census Bureau Activities

By December 2020: The Census Bureau delivers apportionment counts to the President.

Alabama Counts Activities

- ADECA will produce final report on Alabama Counts and 2020 Census on behalf of Alabama Counts Committee detailing outreach efforts implemented, results of those efforts, and recommendations for future census counts by October 1, 2020.